



VC Ultimate CUPA Edition League Sponsorship Proposal 2009
Preferred Apparel Partner Proposal
Prepared for CUPA Member Leagues by VC Ultimate Inc.

VC Ultimate ("VC") is excited to present this proposal to all leagues that are current CUPA members ("LEAGUE"). VC wants to be your league's Preferred Apparel Partner for 2009 and beyond.

VC is also excited to support CUPA and the growth of Ultimate in Canada. VC will contribute to CUPA a portion of every dollar your league spends on league-related orders. Each contribution will be in the form of cash to help support CUPA's organizational growth and initiatives as well as in the form of merchandise credit.

Term

Feb. 16th, 2009 – Dec. 31st, 2009. All interested parties should contact VC no later than Feb. 13th, 2009.

VC Commitments

Upon selection of VC Ultimate as a Preferred Vendor, the CUPA member LEAGUE would be offered the following benefits:

Benefits to the Organization

- a. \$500 in distributor credit for the LEAGUE's Head Office - to be collected at any point within the 2009 calendar year, and received within 2-6 weeks of request date (depending on products ordered).
- b. Distributor pricing on all LEAGUE Head Office orders. Contact VC for best price at any time, but a minimum 25% discount will apply on all orders.
- c. LEAGUE Head Office is welcome to place 1 order per year at 50% off for its own use (Staff/Board gear, All-Star game jerseys to be given away, etc.). Distributor credit can be used for this purchase.

Benefits to League Members

- a. VC will create a LEAGUE-specific information and quote request page at www.vcultimate.com/LEAGUE. Teams will be able to see special LEAGUE offerings and request a quote from VC staff. VC will respond to all info requests within 24 hours.
- b. Free VC Card memberships for all LEAGUE members in 2009-2010 (card good through 2010), resulting in discounts of up to 40% to LEAGUE members for all VC online purchases. The VC Card grants members access to our above mentioned VC Card deals as well as a minimum of 10% discount on custom orders.
- c. An additional 10% discount will be applied to all LEAGUE Junior team and Touring team custom orders throughout the year (no deadline date). This will apply only to non-VC Card deals. The discount on custom deals will result in a minimum of 20% discount on any Junior/Touring team orders.
- d. Free LEAGUE logo (including the verbiage www.league.org) transferred on any team jersey order. If so desired, the logo will be mandatory for any LEAGUE member teams.
- e. A maximum 4-week guarantee on all LEAGUE member orders (from confirmed order date).

Event-Related Benefits

- VC will produce 50 VC/LEAGUE branded meshback hats to be given to volunteers and spirit champions at LEAGUE tournaments. These hats will be made and delivered to LEAGUE at VC's cost upon confirmation of partnership. Design to be approved by both VC and LEAGUE. Different colour hats could be used for either Volunteer or Spirit gifts.



Green Initiatives

- VC Green Program Initiative: VC will provide every captain with several clear blue recycling bags and a tip sheet on how teams can reduce garbage and increase recycling at LEAGUE fields and events. These bags will also provide a great, low-impact way to hand out player packages to league members.

Captains' Bonus

- VC will produce a white cotton T-shirt with an amusing/appropriate captain-related phrase for each captain in attendance at the LEAGUE captains' meeting.

LEAGUE Obligations:

Recognize VC Ultimate as the "Preferred Apparel Partner" in the category of Ultimate Apparel, in the form of:

- a. Priority recognition on the LEAGUE website including sole category placement on the home page and with prominent display in the LEAGUE Shop and Sponsors sections, if applicable. This requirement may be waived if the league has a pre-existing agreement prohibiting advertising on their website.
- b. One full-page four colour (if possible) advertisement in the LEAGUE magazine/publication, to promote VC.
- c. The opportunity for VC to provide information to LEAGUE to disseminate in its membership packages for 2009.
- d. Right to use the LEAGUE logo in its communications, with approval of LEAGUE.
- e. Opportunity for VC to attend and set up a booth at LEAGUE tournaments.
- f. Post information graphic on the LEAGUE site informing members of the partnership and the opportunity to get discounts on team orders through VC.

LEAGUE is welcome to contract with another apparel supplier in order to provide its members with deals on cleats or any other product that does not directly compete with VC's line.

About VC Ultimate

VC Ultimate was created in Montreal, Canada in 1998 to fill a void in the market for Ultimate Frisbee apparel. Over the years, we have increased our custom uniform capabilities while also expanding our in-stock programs, providing a varying scale of timeline and price-point options for teams. We've also spent significant resources and energy going green – trying to incorporate organic practices, sponsorships and materials into our offerings.

Our main goal remains the same as it has been for 10 years – to produce top quality, high performance, 100% Canadian-made Ultimate gear while living up to our reputation for great customer service and community involvement.

New for 2009... VC has created a new Scheduling & Service department, staffed with a full-time Customer Service Expert to help with timely attention to all information requests, and to efficiently communicate Production and Delivery schedules. This exemplifies VC's commitment to a smooth and enjoyable customer order experience.

The VC Guarantee

We want players to enjoy wearing their gear as much as we enjoy making it. If a team or individual is not completely satisfied with the quality of workmanship of our products, VC will repair it, replace it, or refund their money.



Going Forward...

VC's sponsorship arrangements are as customizable as our jerseys – there's no need for any two to be the same, as we have the capabilities to work with you to create a mutually beneficial relationship that we are both comfortable with.

Please feel free to contact me to discuss any questions you may have about the ideas put forth in this proposal, or to let me know about any thoughts you may have about how we could structure a relationship between VC Ultimate and your league.

I look forward to discussing the possibilities with you.

Sincerely,

A handwritten signature in black ink, appearing to be 'Adriana'.

Adriana Withers
Director, VC Ultimate Inc.

adriana@vcultimate.com

416.588.4154 ext 2

866.844.2511 ext 2

(Ready to sign up?! Please send Adriana the following information... thanks!)

1. League name and official billing and shipping address(s) and phone number(s)
2. League Director or contact name, phone number and email address
3. League Info
 - a. Number of players and teams registered
 - b. League seasons and start dates